LEO BURNETT U.S.A.

Ad No. TT208—More-Mayorl-Ray No. MSET—page 10th 11th industrial—Kinken-Bayel – Tank Paddignama, 1977

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Merit Cigarette Sets New Taste Sta Stracke Taste Sta Stracked Taste Sta Stracked Theory ombshell. Exploded

MERIT.

Wait till you read what Maxwell said...

"possibly... the most successful new introduction ever."

-possibly... the most successful new introduction During the first year, MERIT Kings sold over 8.5 billion units. And ranked as America s 13th largest-selling brand by the end of 1976. In 1977 we introduced MERIT 100s, and you stocked up even faster than you had with MERIT Kings the year before.

"The Maxwell Report, 1976 Year-End Preliminary Estimates.



Year after year. Philip Morris outgrows the rest of the industry combined.



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Source: https://www.industrydocuments.ucsf.edu/docs/zqhx02061193830